

*North Hollywood Business Improvement District Corporation
(NoHo BID)
Board of Director's Meeting*

January 12, 2010

NOHO BID Office, 5026 Lankershim

BOARD OF DIRECTORS	PRESENT	ABSENT
Bob Akhavan	X	
Al Siegel		X
Darrel Malmut		X
Thomas Dujovne	X	
Linda Fulton		X
Kevin Bailey	X	
Scott McCarter	X	
McKenzie Alexander	X	
Shannon Currie-Holmes		X
<i>EX-OFFICIO DIRECTORS</i>		
Lisa Bianconi, CRA	X	
Alice Roth, Councilman LaBonge Representative	X	
Guy McCreary, Chamber of Commerce Representative	X	
<i>STAFF MEMBERS</i>		
Steve Gibson, Urban Place Consulting Group	X	
Aaron Aulenta, Urban Place Consulting Group	X	
Katie Gibson, Urban Place Consulting Group	X	
<i>GUESTS</i>		
Regina Kirschenbaum	X	
Gazala Pirzada		X
Rick Stoff	X	
Margarita De Escontrias		X
Dawn Pardinias, JH Snyder	X	

I. Call To Order

B. Akhavan called the meeting to order at 9:15 a.m.

II. Public Comment

No Comment

III. Approval of Minutes

MOTION: To approve 12.9.09 minutes

Moved by: K. Bailey

Seconded by: S. McCarter

PASSED: Yes

IV. Financial Report

S. McCarter explained December financials. Year end planned net income was \$41,000 and budget came in at \$47,000. Safety expenses are slightly up due to change in management company.

MOTION: To approve both 12.09.09 financials

Moved by: K. Bailey

Seconded by: B. Akhavan

PASSED: Yes

S. Gibson explained final budget cash flow based on no increase in the next 5 years, 2% annual increase from vendors and small addition in available square footage.

V. Executive Director Report (S. Gibson)

S. Gibson explained new boundaries as of January 1st. BID is down 2 safety officers and hours are cut back Sun-Mon 1:30 to 10, Tues-Sat 11:30-10. Board wants hours to go to 12pm on Fri and Sat.

S. Gibson explained rent in current location. S. McCarter would like to keep rent options open and share space with gallery or museum.

VI. Operations Report (A. Aulenta)

A. Aulenta discussed safety stats and monthly awards. A. Solis explained incidences and cooperation with LAPD.

VII. Marketing Meeting Report

K. Gibson gave overview of marketing meeting and what the committee would like accomplished.

VIII. New/Old Business

K. Bailey explained that NoHo Arts Center will not participate in any events that NoHo PAC participates in due to name.

IX. Adjourn

Next meeting will be held March 10th at 9 a.m. at NoHo BID Office.

*North Hollywood Business Improvement District Corporation
(NoHo BID)
Board of Director's Meeting*

February 10th, 2010

NOHO BID Office, 5026 Lankershim

BOARD OF DIRECTORS	PRESENT	ABSENT
Bob Akhavan	X	
Al Siegel		X
Darrel Malmut	X	
Thomas Dujovne		X
Linda Fulton	X	
Kevin Bailey		X
Scott McCarter	X	
McKenzie Alexander	X	
Shannon Currie-Holmes	X	
<i>EX-OFFICIO DIRECTORS</i>		
Lisa Bianconi, CRA		X
Alice Roth, Councilman LaBonge Representative	X	
Guy McCreary, Chamber of Commerce Representative	X	
<i>STAFF MEMBERS</i>		
Steve Gibson, Urban Place Consulting Group	X	
Aaron Aulenta, Urban Place Consulting Group	X	
Katie Gibson, Urban Place Consulting Group	X	
<i>GUESTS</i>		
Regina Kirschenbaum	X	
Gazala Pirzada	X	
Rick Stoff	X	
Margarita De Escontrias		X
Dawn Pardinias, JH Snyder		X

I. Call To Order

B. Akhavan called the meeting to order at 9:13 a.m.

II. Public Comment

No Comment

III. LAPD Update (J. Catalano)

J. Catalano explained that there had been a 12% reduction in overall crime in NoHo, but the Arts District had a slight increase in theft and petty crimes. LAPD is working with metro and sheriffs because most crime in district comes from the orange line.

IV. Angels Walk Presentation (D. Malloy)

D. Malloy discussed Angels Walk guide book and stations. Staff to email rough draft of guide book to board members for comments. Board also discussed when stations are damaged who pays to fix them.

V. Approval of Minutes

MOTION: To approve 1.12.09 minutes

Moved by: D. Malmut

Seconded by: M. Alexander

PASSED: Yes

IV. Financial Report

S. McCarter explained January financials. First month of fiscal year, received first payment from city.

MOTION: To approve 1.10.09 financials

Moved by: M. Alexander

Seconded by: S. Currie

PASSED: Yes

S. Gibson explained the proposed offer from Securitas to extend contract to end of year at reduced price. The reduction in price would make funds available for 32 hours to be added to security team.

MOTION: To approve extended contract

Moved by: D. Malmut

Seconded by: S. Currie

PASSED: Yes

V. Operations Report (A. Aulenta)

A. Aulenta discussed safety stats and monthly awards.

VI. Chairman's Report

B. Akhavan explained the Magnolia street widening program, which cuts into existing businesses property. CRA is opposed as well as the BID. Alice Roth to bring out engineer to discuss project. Bob wants letter from BID to the councilman and BOE.

MOTION: To approve letter to City

Moved by: D. Malmut

Seconded by: S. Currie

PASSED: Yes

VII. Marketing Meeting Report

K. Gibson asked board for money to fund Taste NoHo and Phantom galleries. Board wants to look into other funding possibilities such as property owners.

VIII. CRA Report (R. Kirschenbaum)

Streetscape permit issues resolved, trash cans, benches and medians to begin work next week. No infrastructure money next year, only money available for job generation and business attraction.

IX. New/Old Business

No new business.

X. Adjourn

Next meeting will be held April 14th at 9 a.m. at NoHo BID Office.

*North Hollywood Business Improvement District Corporation
(NoHo BID)
Board of Director's Meeting*

March 10th, 2010

NOHO BID Office, 5026 Lankershim

BOARD OF DIRECTORS	PRESENT	ABSENT
Bob Akhavan	X	
Al Siegel	X	
Darrel Malmut		X
Thomas Dujovne		X
Linda Fulton	X	
Kevin Bailey		X
Scott McCarter	X	
McKenzie Alexander		X
Shannon Currie-Holmes	X	
<i>EX-OFFICIO DIRECTORS</i>		
Lisa Bianconi, CRA		X
Alice Roth, Councilman LaBonge Representative		X
Guy McCreary, Chamber of Commerce Representative	X	
<i>STAFF MEMBERS</i>		
Steve Gibson, Urban Place Consulting Group	X	
Aaron Aulenta, Urban Place Consulting Group	X	
Katie Gibson, Urban Place Consulting Group	X	
<i>GUESTS</i>		
Regina Kirschenbaum	X	
Gazala Pirzada		X
Rick Stoff		X
Margarita De Escontrias		X
Dawn Pardinas, JH Snyder	X	

I. Call To Order

B. Akhavan called the meeting to order at 9:10 a.m.

II. Public Comment

No Comment

III. Sleepless In Shanghai Presentation (N. Colachis, R. Waylan)

Owners of Sleepless In Shanghai, a new upscale restaurant, explained the business concept and benefit to the neighborhood. They asked the board to send a letter of support to city council and LAPD for general concept and late night hours.

MOTION: To support concept and hours and send letter

Moved by: L. Fulton

Seconded by: G. McCreary

PASSED: Yes

IV. CRA Report (R. Kirshenbaum)

R. Kirshenbaum explained that the CRA was moving forward with installing the benches and trash cans, but that they had run into some permitting problems and weren't sure when construction would begin. A 10-day notice did go out to all businesses and it was confirmed that there will be safe access to all businesses and buildings during construction. The BID expressed concern for the new electrical boxes and will look into locking them.

V. Approval of Minutes

MOTION: To approve 2.10.10 minutes

Moved by: S. Currie-Holmes

Seconded by: D. Pardinias

PASSED: Yes

IV. Financial Report (S. McCarter)

S. McCarter explained February financials. Revenue is in line and BID is running under budget due to timing of payments and invoices. Safety expenses are slightly over, but will even out by end of year. Staff to show transfer from surplus on financials so that there is no negative numbers.

MOTION: To approve 2.10.10 financials

Moved by: L. Fulton

Seconded by: S. Currie

PASSED: Yes

V. Operations Report (A. Aulenta)

A. Aulenta discussed safety stats and pressure washing schedule. A. Solis explained the safety report and the codes used by the safety team.

VI. Chairman's Report (B. Akhavan)

B. Akhavan discussed the Angels Walk Guide Book. He explained that members of the board and staff discussed concerns with D. Malloy that businesses are are

highlighted too much and not enough history is mentioned. D. Malloy agreed to look at guidebook and stations to address issues and get back to staff with revisions.

VII. Marketing Meeting Report (S. Currie)

S. Currie discussed Hear NoHo's return and the new structure and staff. She also addressed the Satellite Gallery project, with the idea to give spaces to LA galleries from other parts of the city to help bring new people into the area.

VIII. New/Old Business

Phil's Diner and Leammle Theater will break ground within a couple months. Both projects are slotted for a November completion.

IX. Adjourn

Next meeting will be held April 14th at 9 a.m. at NoHo BID Office.

*North Hollywood Business Improvement District Corporation
(NoHo BID)
Board of Director's Meeting*

April 14th, 2010

NOHO BID Office, 5026 Lankershim

BOARD OF DIRECTORS	PRESENT	ABSENT
Bob Akhavan	X	
Al Siegel		X
Darrel Malmut	X	
Thomas Dujovne		X
Dawn Pardinas, JH Snyder	X	
Linda Fulton	X	
Kevin Bailey		X
Scott McCarter	X	
McKenzie Alexander	X	
Shannon Currie-Holmes	X	
<i>EX-OFFICIO DIRECTORS</i>		
Lisa Bianconi, CRA	X	
Alice Roth, Councilman LaBonge Representative	X	
Guy McCreary, Chamber of Commerce Representative	X	
<i>STAFF MEMBERS</i>		
Steve Gibson, Urban Place Consulting Group		X
Aaron Aulenta, Urban Place Consulting Group	X	
Katie Gibson, Urban Place Consulting Group	X	
<i>GUESTS</i>		
Regina Kirschenbaum		X
Gazala Pirzada	X	
Rick Stoff	X	
Margarita De Escontrias		X

I. Call To Order

B. Akhavan called the meeting to order at 9:11 a.m.

II. Public Comment

No Comment

III. LAPD Update (J. Eisenberg)

J. Catalano introduced J. Eisenberg the new captain of the North Hollywood Division. J. Eisenberg discussed the crime rate in the district and the reason being that most criminals come off the Metro line. The police department has added 14 Officers and 2 Sergeants on special detail in North Hollywood, but thinks that the district needs security cameras. LAPD suggested that the BID get involved in securing funding for those cameras, which the LAPD estimates will cost \$350,000 for 6 cameras around the district. Staff to look into feasibility and costing.

IV. CRA Report (R. Kirshenbaum)

G. Pirzada explained that the CRA was moving forward with sidewalk construction, the CRA senior apartment complex has been approved by the city and façade programs are continuing in the area.

V. Approval of Minutes

MOTION: To approve 3.10.10 minutes

Moved by: S. Currie-Holmes

Seconded by: M. Alexander

PASSED: Yes

IV. Financial Report (S. McCarter)

S. McCarter explained March financials. Assessment funds have come in so we are looking good with the budget. The safety line item is currently over, but will even out over the remainder of year.

MOTION: To approve 3.10.10 financials

Moved by: S. McCarter

Seconded by: L. Fulton

PASSED: Yes

V. Operations Report (A. Aulenta)

A. Aulenta explained the new schedule with extra hours on the safe team. Annual meeting was set for October.

VI. Chairman's Report (B. Akhavan)

No Chairman's report was made.

VII. Marketing Meeting Report (S. Currie-Holmes)

S. Currie-Holmes discussed the marketing proposal handed out to the board. Each project and project budget proposed by the marketing committee was explained. Board asked marketing committee for detailed line item budget sent to them through

email to approve so that the marketing committee can get started. If no one responds committee is ok to go ahead with proposed projects and does not have to come back to the board for approval.

VIII. New/Old Business

Phil's Diner has begun construction and Laemmle Theater will break ground within a month. Both projects are slotted for a November completion.

IX. Adjourn

Next meeting will be held May 19th at 11 a.m. at NoHo BID Office.

*North Hollywood Business Improvement District Corporation
(NoHo BID)
Board of Director's Meeting*

May 19th, 2010

NOHO BID Office, 5026 Lankershim

BOARD OF DIRECTORS	PRESENT	ABSENT
Bob Akhavan	X	
Al Siegel		X
Darrel Malmut	X	
Thomas Dujovne	X	
Dawn Pardinas, JH Snyder	X	
Linda Fulton	X	
Kevin Bailey		X
Scott McCarter	X	
McKenzie Alexander		X
Shannon Currie-Holmes	X	
<i>EX-OFFICIO DIRECTORS</i>		
Lisa Bianconi, CRA		X
Alice Roth, Councilman LaBonge Representative	X	
Guy McCreary, Chamber of Commerce Representative	X	
<i>STAFF MEMBERS</i>		
Steve Gibson, Urban Place Consulting Group		X
Aaron Aulenta, Urban Place Consulting Group	X	
Katie Gibson, Urban Place Consulting Group	X	
<i>GUESTS</i>		
Regina Kirschenbaum		X
Gazala Pirzada	X	
Rick Stoff	X	
Margarita De Escontrias		X

I. Call To Order

B. Akhavan called the meeting to order at 11:08 a.m.

II. Public Comment

No Comment

III. LAPD Update (J. Catalano)

J. Catalano explained that LAPD would like 10 cameras with the ability to expand later. They are looking to go out to bid for cheaper price. There has been an increase in crime because of the warmer weather and LAPD is decreasing the task force from 14 to 10 due to budget. Violent crime down 10% for all of North Hollywood.

IV. Bureau of Engineering Presentation

Magnolia is dedicated as a 2nd major highway, due to the off ramp from the 170, which means that it has to be 90ft wide. DOT will take 10 ft from the businesses on either side of the street to reach this measurement. Ordinance has been in place since 1975 with up to date DOT traffic studies. DOT can amend the law, but to date no amendments have been made even with a community fight. BID needs to work with the Tom Labonge and go through council to get a motion to amend.

V. CRA Report (G. Pirzada)

G. Pirzada explained that the CRA was moving forward with sidewalk construction, but were waiting on lights and DWP boxes to begin. Construction to begin 2 weeks from date of meeting. June 17th CRA's 5 year plan goes to CRA board for approval. Façade Program on Magnolia has completed 20 properties, and worked with 6 property owners. Consultant completed infrastructure study in warehouse area and will be having a community meeting in early July.

VI. Approval of Minutes

MOTION: To approve 4.14.10 minutes

Moved by: S. McCarter

Seconded by: D. Malmut

PASSED: Yes

IV. Financial Report (S. McCarter)

S. McCarter explained April financials. All is in order. Safety is over \$7000 due to equipment and radios, but will even out over course of year.

MOTION: To approve 4.10.10 financials

Moved by: S. McCarter

Seconded by: S. Currie-Holmes

PASSED: Yes

V. Operations Report (A. Aulenta)

A. Aulenta explained assessment increase and that it was not recommended by staff.

MOTION: To approve no assessment increase for 2011

Moved by: S. McCarter

Seconded by: L. Fulton

PASSED: Yes

A. Aulenta explained security cameras cost other BIDS \$100,000 for 10 cameras and comes with a maintenance contract. CRA will possibly help pay for cameras.

CPA report to city discussed

MOTION: To approve filing report with city

Moved by: L. Fulton

Seconded by: S. McCarter

PASSED: Yes

A. Solis explained recent crimes in district and security team details.

VI. Chairman's Report (B. Akhavan)

No Chairman's report was made.

VII. Marketing Meeting Report (S. Currie-Holmes)

S. Currie-Holmes discussed the marketing budget and that she wanted the board to vote on the motion to approve. Board wanted to discuss the budget in detail. S. Currie-Holmes explained all projects and the proposed budget for each.

MOTION: To approve proposed marketing projects and budget

Moved by: S. McCarter

Seconded by: S. Currie-Holmes

PASSED: Yes

VIII. New/Old Business

East Valley pool will be open to public for summer.

IX. Adjourn

Next meeting will be held May 19th at 11 a.m. at NoHo BID Office.

*North Hollywood Business Improvement District Corporation
(NoHo BID)
Board of Director's Meeting*

June 9th, 2010

NOHO BID Office, 5026 Lankershim

BOARD OF DIRECTORS	PRESENT	ABSENT
Bob Akhavan	X	
Al Siegel		X
Darrel Malmut	X	
Thomas Dujovne		X
Dawn Pardinas, JH Snyder	X	
Linda Fulton	X	
Kevin Bailey		X
Scott McCarter	X	
McKenzie Alexander		X
Shannon Currie-Holmes	X	
<i>EX-OFFICIO DIRECTORS</i>		
Lisa Bianconi, CRA		X
Alice Roth, Councilman LaBonge Representative	X	
Guy McCreary, Chamber of Commerce Representative	X	
<i>STAFF MEMBERS</i>		
Steve Gibson, Urban Place Consulting Group		X
Aaron Aulenta, Urban Place Consulting Group	X	
Katie Gibson, Urban Place Consulting Group	X	
<i>GUESTS</i>		
Regina Kirschenbaum		X
Gazala Pirzada		X
Rick Stoff	X	
Margarita De Escontrias		X

I. Call To Order

B. Akhavan called the meeting to order at 11:08 a.m.

II. Public Comment

No Comment

III. CRA Report (G. Pirzada)

CRA reported that the sidewalks on Lankershim are under construction and that DWP should be no problem. D. Pardinias wants locks on outlet covers or no electricity to outlets until needed.

IV. Approval of Minutes

MOTION: To approve 4.14.10 minutes

Moved by: L. Fulton

Seconded by: S. Currie-Holmes

PASSED: Yes

IV. Financial Report (S. McCarter)

A. Aulenta explained May financials. All is in order. Assessment revenue came in from city. Board discussed office lease and wants to lock into a long term lease. Staff to send letter to land lord.

MOTION: To approve 4.10.10 financials

Moved by: L. Fulton

Seconded by: D. Pardinias

PASSED: Yes

V. Operations Report (A. Aulenta)

A. Aulenta discussed costs for cameras and logistics with other districts. He also discussed the cut in supplies from the city and costs of supplementing the cleaning supplies through Chrysalis.

A Palacio explained the increase of tourists stopping ambassadors for directions and cars being left open or valuables being left in cars are increasing.

B. Ackhavan wants security hours need to be looked.

VI. Chairman's Report (B. Akhavan)

No meeting in August.

VII. Marketing Meeting Report (S. Currie-Holmes)

S. Currie-Holmes discussed the logo RFP and the firm that was picked to do the logo for the district. Satellite galleries also started in September. B. Akchavan wants insurance to be looked at as to who is covered and who is doing the covering.

VIII. New/Old Business

Phil's Diner proceeding just waiting on permits.

IX. Adjourn

Next meeting will be held May 19th at 11 a.m. at NoHo BID Office.

*North Hollywood Business Improvement District Corporation
(NoHo BID)
Board of Director's Meeting*

July 14th, 2010

NOHO BID Office, 5026 Lankershim

BOARD OF DIRECTORS	PRESENT	ABSENT
Bob Akhavan	X	
Al Siegel		X
Darrel Malmut	X	
Thomas Dujovne		X
Dawn Pardinas, JH Snyder		X
Linda Fulton		X
Kevin Bailey		X
Scott McCarter	X	
McKenzie Alexander		X
Shannon Currie-Holmes	X	
<i>EX-OFFICIO DIRECTORS</i>		
Lisa Bianconi, CRA		X
Alice Roth, Councilman LaBonge Representative		X
Guy McCreary, Chamber of Commerce Representative		X
<i>STAFF MEMBERS</i>		
Steve Gibson, Urban Place Consulting Group		X
Aaron Aulenta, Urban Place Consulting Group	X	
Katie Gibson, Urban Place Consulting Group	X	
<i>GUESTS</i>		
Regina Kirschenbaum	X	
Gazala Pirzada		X
Rick Stoff	X	
Margarita De Escontrias		X

I. Call To Order

B. Akhavan called the meeting to order at 11:06 a.m.

II. Public Comment

No Comment

III. CRA Report (R. Kirschenbaum)

CRA introduced E.???, the new Assistant Project Manager. They also reported that the streetscape was moving forward and they should finish scoring the sidewalk this week. Staff to check into water for trees as they are looking neglected. Business assistance program going to board this month. Scott wants palm trees out and shady trees put in along sidewalks. BID to look into trash can at bus shelter on corner of Magnolia and Lankershim.

IV. Approval of Minutes

No vote due to lack of board members

IV. Financial Report (S. McCarter)

No vote due to lack of board members

V. Operations Report (A. Aulenta)

A. Aulenta explains long term lease options and letter sent to property owner. Will call property owner to push \$1.00sqft. Staff looked at safety hours and are ok with security needs.

A Solis explained sexual assault at Avery Schreiber Theater. Ambassadors followed suspect to park and waited for LAPD. Suspect arrested and victim pressed charges.

A. Aulenta explained trash bag cut which means \$90 mnth-\$540 yr cost to BID.

VI. Chairman's Report (B. Akhavan)

No meeting in August.

VII. Marketing Meeting Report (S. Currie-Holmes)

S. Currie-Holmes discussed the final logo and banner design and current timeline for projects. B. Akhavan would like to review colors of logo.

K. Gibson and S. Currie-Holmes explained mural project to board and the need to raise \$10,000 to \$20,000 for project.

K. Gibson explains hold up on farmers market and timeline for start-up.

VIII. New/Old Business

No new business

IX. Adjourn

B. Akhavan adjourned the meeting at 12:03 p.m.

*North Hollywood Business Improvement District Corporation
(NoHo BID)
Board of Director's Meeting*

September 15th, 2010

NOHO BID Office, 5026 Lankershim

BOARD OF DIRECTORS	PRESENT	ABSENT
Bob Akhavan	X	
Al Siegel	X	
Darrel Malmut	X	
Thomas Dujovne	X	
Dawn Pardinas, JH Snyder	X	
Linda Fulton	X	
Kevin Bailey		X
Scott McCarter	X	
McKenzie Alexander		X
Shannon Currie-Holmes	X	
EX-OFFICIO DIRECTORS		
Regina Kirschenbaum, CRA		X
Alice Roth, Councilman LaBonge Representative		X
Guy McCreary, Chamber of Commerce Representative		X
Rick Stoff, Chrysalis	X	
STAFF MEMBERS		
Steve Gibson, Urban Place Consulting Group	X	
Aaron Aulenta, Urban Place Consulting Group	X	
Katie Gibson, Urban Place Consulting Group	X	
GUESTS		
Alex Palacios, Securitas	X	
Alex Solis, NoHo BID Ambassador Captain	X	

I. Call To Order

B. Akhavan called the meeting to order at 9:07 a.m.

II. Public Comment

No Comment

III. CRA Report (S. Gibson)

S. Gibson explains CRA programs on retail retention and recruitment.

B. Akhavan explains façade program.

IV. Approval of Minutes

MOTION: To approve 7.14.10 minutes

Moved by: L. Fulton

Seconded by: S. Currie-Holmes

PASSED: Yes

IV. Financial Report (S. Gibson)

S. Gibson explains August finances. Income is low in July, but assessment money came through in August. Total administration for July and August are under. Maintenance for both months is under. Although we were over in labor cost, we were under in supplies so evened out. Overall budget under for year to date. Staff to look into safety overages.

MOTION: To approve financial report for 7/10 and 8/10

Moved by: S. Currie-Holmes

Seconded by: L. Fulton

PASSED: Yes

V. Operations Report (A. Aulenta)

A. Aulenta explained sexual assault at Avery Schreiber Theater. Ambassadors followed suspect to park and waited for LAPD. Suspect arrested and victim pressed charges. Board discusses safety protocol, observe and report, and no detainment.

S. Gibson discussed RFP's for both safety and clean teams, which are going out in November. Board to decide on company by January and if necessary will change companies by February.

VI. Chairman's Report (B. Akhavan)

Bank Building has been rented to M. Margolis owner of the Knitting Factory. The idea for this location will be a gastro pub with entertainment elements, but not a Knitting Factory. Depending on permits they hope to be open in 90 days.

A. Aulenta explains the deal negotiated with the landlord of the BID office. 3 year lease beginning January 1st (remainder of BID) with 3% increase each year.

MOTION: To approve lease of BID office

Moved by: L. Fulton

Seconded by: S. Currie-Holmes

PASSED: Yes

VII. Marketing Meeting Report (S. Currie-Holmes)

S. Currie-Holmes discussed the installment of the banners and showed board the printing proof. S. Currie-Holmes explained the current marketing projects and how they are supporting the new logo. Satellite Galleries are currently in process and first show opens October 9th.

VIII. New/Old Business

T. Dujovne gave an update on Leammle Theater project. Phill's Diner is in full swing for construction.

IX. Adjourn

B. Akhavan adjourned the meeting at 10:52 p.m.

*North Hollywood Business Improvement District Corporation
(NoHo BID)
Board of Director's Meeting*

October 13th, 2010

NOHO BID Office, 5026 Lankershim

BOARD OF DIRECTORS	PRESENT	ABSENT
Bob Akhavan	X	
Al Siegel	X	
Darrel Malmut	X	
Thomas Dujovne		X
Dawn Pardinas, JH Snyder	X	
Linda Fulton	X	
Kevin Bailey		X
Scott McCarter		X
McKenzie Alexander		X
Shannon Currie-Holmes		X
EX-OFFICIO DIRECTORS		
Regina Kirschenbaum, CRA		X
Alice Roth, Councilman LaBonge Representative		X
Guy McCreary, Chamber of Commerce Representative		X
Rick Stoff, Chrysalis	X	
STAFF MEMBERS		
Steve Gibson, Urban Place Consulting Group		X
Aaron Aulenta, Urban Place Consulting Group	X	
Katie Gibson, Urban Place Consulting Group	X	
GUESTS		
Alex Palacios, Securitas	X	
Alex Solis, NoHo BID Ambassador Captain	X	

I. Call To Order

B. Akhavan called the meeting to order at 11:05 a.m.

II. Public Comment

No Comment

III. CRA Report (R. Kirschenbaum)

R. Kirshenbaum thinks banner looks great. She explained to board that Councilman LaBonge wants to have a ribbon cutting event for the finished streetscape on October 26th at 4:00pm. Median planting needs to be done by the 25th. Need to get paint for poles from vendor.

IV. Approval of Minutes

MOTION: To approve 9.8.10 minutes

Moved by: L. Fulton

Seconded by: D. Pardinias

PASSED: Yes

IV. Financial Report (A. Aulenta)

A. Aulenta explains September finances. Assessment money came through in. Total administration is under. Maintenance is under. Although we were over in labor cost, we were under in supplies so evened out. Overall budget under for year to date. Staff to look into safety overages.

MOTION: To approve financial report for 9/10

Moved by: A. Siegel

Seconded by: L. Fulton

PASSED: Yes

V. Operations Report (A. Aulenta)

A. Aulenta explained report training. A. Palacios explained all training paid for by Securitas and certificates given to ambassadors.

A. Aulenta explained RFP for clean and safe companies. Schedule changed, RFP out Nov 1st, proposals in Nov 15th, to board by Dec meeting, decision by Dec 15th.

VI. Chairman's Report (B. Akhavan)

B. Akhavan discussed planting along MTA fence on Lankershim. A. Aulenta provided cost for watering.

VII. Marketing Meeting Report (K. Gibson)

K. Gibson discussed NoHo Card being finalized and will be distributed first week in December. Marketing committee looking into shopping bags with new logo, and holiday lighting.

VIII. New/Old Business

IX. Adjourn

B. Akhavan adjourned the meeting at 12:20 p.m.

*North Hollywood Business Improvement District Corporation
(NoHo BID)
Board of Director's Meeting*

November 10th, 2010

NOHO BID Office, 5026 Lankershim

BOARD OF DIRECTORS	PRESENT	ABSENT
Bob Akhavan	X	
Al Siegel	X	
Darrel Malmut	X	
Thomas Dujovne		X
Dawn Pardinas, JH Snyder		X
Linda Fulton		X
Kevin Bailey		X
Scott McCarter		X
McKenzie Alexander	X	
Shannon Currie-Holmes		X
EX-OFFICIO DIRECTORS		
Regina Kirschenbaum, CRA		X
Alice Roth, Councilman LaBonge Representative		X
Guy McCreary, Chamber of Commerce Representative	X	
Rick Stoff, Chrysalis	X	
STAFF MEMBERS		
Steve Gibson, Urban Place Consulting Group		X
Aaron Aulenta, Urban Place Consulting Group	X	
Katie Gibson, Urban Place Consulting Group	X	
GUESTS		
Alex Palacios, Securitas	X	
Alex Solis, NoHo BID Ambassador Captain	X	

I. Call To Order

B. Akhavan called the meeting to order at 11:15 a.m.

II. Public Comment

No Comment

III. CRA Report (R. Kirschenbaum)

G. McCreary explained CRA has 3.16mil for train station renovations. Decision made to spend 1 mil to take care of dry rot wood maintenance. Remaining money to update station as planned.

S. Gibson explains pocket park with CRA involvement. Staff following up with CRA and community to see what is needed.

IV. LAPD Report

M. Alexander explained cell phone incident and how helpful the BID Ambassadors and LAPD were.

V. City Council Report

K. Gibson explained streetscape event and Councilman Labonge's speech.

VI. Approval of Minutes

MOTION: To approve 10.13.10 minutes

Moved by: D. Malmut

Seconded by: A. Siegel

PASSED: Yes

IV. Financial Report (S. Gibson)

Down in overall budget, looks bad, but is ok cause MTA owes \$100,000 so it will be made up and more. Not much interest coming in cause no one making interest. Admin under 500 for month 3000 for year, under in legal cause we haven't had any. At year end little under budget, staff to fix budget sheet. Maintenance for month is at budget over on labor and supplies for year to date. Trash bags and extra labor cost us. Safety is over in bike and uniform cause we purchased equipment, one time expense instead of monthly. Safety labor on budget for month over for year. Cra maintenance over for month but under for year. Tree trimming will be done in dec about \$5000 once a year trim a different group of trees. Total expenses under for month over for year slightly. Planned to be under at this time but are over when we get mta money.

MOTION: To approve financial report for 10/13/10

Moved by: A. Siegel

Seconded by: D. Malmut

PASSED: Yes

S. Gibson discussed the draft budget and explains the cash flow forecast if we don't increase assessment rates. New assessment from new sq ftg from jh snyder building

coming on line. Lowered interest income because of actual interest made from bank. Marketing budget is about 50,000 for total budget including newsletter printing and all marketing. Maintenance expense is increased slightly due to increase in management, labor, supplies. Safety-equipment costs just for repair we own, phone is field cell phone, labor is increased due to unemployment, workers comp, and more time in field raises. Steadier work force so lower vacancy rate. Total safety up \$11,000, 3.99%. CRA maintenance no increase. Staff to email to all of board for approval. RFP will not be done, before budget needs to be approved.

MOTION: To approve financial report for 10/13/10

Moved by: A. Siegel

Seconded by: D. Malmut

PASSED: Yes

V. Operations Report (A. Aulenta)

A. Aulenta explained board elections. A. Aulenta explained RFP for clean and safe companies. Schedule changed, RFP out Nov 1st, proposals in Nov 15th, to board by Dec meeting, decision by Dec 15th.

VI. Chairman's Report (B. Akhavan)

B. Akhavan discussed The Federal opening date in December.

VII. Marketing Meeting Report (K. Gibson)

K. Gibson discussed NoHo Card being finalized and will be distributed first week in December. Marketing committee looking into shopping bags with new logo, and holiday lighting.

VIII. New/Old Business

IX. Adjourn

B. Akhavan adjourned the meeting at 12:20 p.m.

*North Hollywood Business Improvement District Corporation
(NoHo BID)
Board of Director's Meeting*

December 8th, 2010

NOHO BID Office, 5026 Lankershim

BOARD OF DIRECTORS	PRESENT	ABSENT
Bob Akhavan	X	
Al Siegel	X	
Darrel Malmut	X	
Thomas Dujovne		X
Dawn Pardinas, JH Snyder	X	
Linda Fulton	X	
Kevin Bailey		X
Scott McCarter		X
McKenzie Alexander	X	
Shannon Currie-Holmes	X	
EX-OFFICIO DIRECTORS		
Regina Kirschenbaum, CRA	X	
Alice Roth, Councilman LaBonge Representative		X
Guy McCreary, Chamber of Commerce Representative	X	
Rick Stoff, Chrysalis	X	
STAFF MEMBERS		
Steve Gibson, Urban Place Consulting Group	X	
Aaron Aulenta, Urban Place Consulting Group	X	
Katie Gibson, Urban Place Consulting Group	X	
GUESTS		
Alex Palacios, Securitas	X	
Alex Solis, NoHo BID Ambassador Captain		X

I. Call To Order

B. Akhavan called the meeting to order at 11:05 a.m.

II. Public Comment

No Comment

III. CRA Report (R. Kirschenbaum)

No report. Dwp hasn't dropped line or set meter on west side of Lankershim.

Shannon explains banner extension through CRA. Marketing committee to give proposal and prices to CRA for approval, Regina discussed CRA being willing to pay for more banners.

IV. LAPD Report

No report.

V. City Council Report

No report.

VI. Approval of Minutes

MOTION: To approve 11.10.10 minutes

Moved by: D. Malmut

Seconded by: A. Siegel

PASSED: Yes

IV. Financial Report (S. Gibson)

S. Gibson explains financials. MTA money on its way in December. When in less than \$6000 over. Administration under. communication under, but will use, with noho card and bags. Office expense under. Public space, maintenance under, over in truck and labor, but under for total category. Safety over in labor and also in expenses, because of purchase of radios, bikes etc. CRA maintenance on budget. Tree trimming to come out of special projects/CRA. Total 560,000, budget 567,302. End up on budget in December. Balance sheet good financial position. Total liability \$484,000.

MOTION: To approve financial report for 11.10.10

Moved by: D. Pardinias

Seconded by: S. Currie-Holmes

PASSED: Yes

A. Aulenta explains RFP committee and proposals. Prices not that different and board happy with service so committee recommends to board to stay with current vendors and asks board for approval of contract. RFP will not be done, before budget needs to be approved.

MOTION: To approve contract and continuation of current vendors for 3 years

Moved by: D. Malmut

Seconded by: L. Fulton
PASSED: Yes

S. Gibson explains budget. Reduced delinquents from 20,000 to 10,000, because only 7,000 was delinquent this year.

MOTION: To approve 2011 budget
Moved by: A. Siegel
Seconded by: L. Fulton
PASSED: Yes

V. Operations Report (A. Aulenta)

A. Aulenta explained board elections, and Officer seats. D. Pardinias to take over as Treasurer and S. McCarter to take D. Pardinias seat as Vice Chair.

MOTION: To approve current board roster and new officers
Moved by: A. Siegel
Seconded by: S. Currie-Holmes
PASSED: Yes

A. Aulenta explained holiday bonuses for Ambassadors and Clean Team.

MOTION: To approve holiday bonuses
Moved by: D. Pardinias
Seconded by: D. Malmut
PASSED: Yes

VI. Chairman's Report (B. Akhavan)

No report

VII. Marketing Meeting Report (S. Currie-Holmes)

S. Currie-Holmes explained how Satellite Galleries is working and that we need to get more property owners on board with the project. Marketing Committee to meet next week to come up with 2011 marketing budget.

VIII. New/Old Business

IX. Adjourn

B. Akhavan adjourned the meeting at 12:41 p.m.